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January 31, 1995

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William F. Caton, Secretary Federal Communications Commission 1919 M Street, NW Washington, DC 20554

Allotment of New FM Channel to Stockton, Missouri.

Dear Mr. Caton:

Transmitted herewith, on behalf of KYOO Communications, is an original and four copies of a "Petition for Rule Making" seeking the allotment of a new FM Channel to Stockton, Missouri.

Should there be any questions regarding this matter, please do not hesitate to contact the undersigned.

COUNSEL

J Pennington, III TO KYOO COMMUNICATIONS

Enc.

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Before the

FEDERAL COMMUNICATIONS COMMISSION

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Washington, DC 20554

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Amendment of Section 73.202(b) FM Table of Allotments (Stockton and Greenfield Missouri)) MM]) RM-)	Docket No.
In the Matter of)	

To: Chief, Policy and Rules Division

PETITION FOR RULE MAKING

KYOO Communications ("KC"), by their counsel, hereby respectfully requests that the Commission amend Rule 73.202(b), the FM Table of Allotments, to (i) delete FM Channel 299A from Greenfield, Missouri and; (ii) allot FM Channel 299A to Stockton, Missouri as its fist aural service.

In support of this allocation request, the following information is respectfully submitted:

- 1. As is demonstrated in the attached Exhibit 1, Channel 299A may be allotted to Stockton when site restricted 8.5 kilometers west of the community if the channel is deleted from Greenfield.
- 2. The Commission on April 6, 1994 canceled the license and deleted the call sign of FM station KXBR at Greenfield. Station KXBR(FM) had been off the air for a number of years and all of the station's equipment had been removed from both the studio and antenna site for an extended period of time. The former licensee

of Station KXBR(FM) had made no attempt to return the station to the air during this time period. The petitioner has no knowledge of the former licensee attempting to sell, or any party willing to make an offer to purchase, the facility so that it could return to the air. In effect, the channel at Greenfield was but a vacant allotment.

- 3. When last in operation, Station KXBR(FM) operated on Channel 228A (93.5 mHz.). During the long period that the station was off the air, the Report and Order in MM Docket Number 92-49 substituted Channel 299A for Channel 228A at Greenfield and modified the license for Station KXBR(FM). Station KXBR(FM) has never operated on FM Channel 299A.
- 4. All of the past licensees of this station have failed to make the facility a business that could support itself, despite it being the only aural service in the community. Greenfield (1990 population 1,416) is situated some 32 miles from downtown Springfield, Missouri, the area's only retail trading area. All of the past operators of the station quickly found out that the community of Greenfield and Dade County (1990 population of 7,449) could not financially support the radio station, and were forced to try to program to, and market the station, as a Springfield facility. Being a Class A facility, the Greenfield not provide the requisite signal over station could Springfield market to be considered a serious factor and thus could not produce the advertising revenue needed for the station Since the Greenfield station discontinued to survive.

broadcasting, the Springfield area has seen an explosion of new broadcast stations and facility upgrades that provide competitive services to market, making the economic viability of an FM station operating at Greenfield practically impossible.

- 5. The petitioner allot Channel 299A to proposes to Stockton as a first aural service. Although Stockton is not much larger than Greenfield in population, (1990 population 1,579) the community is far removed from any metropolitan area or town which, not only would drain the economic viability of Stockton but limit the advertising revenue that a station operating at that location could garner. Stockton, the county seat of Cedar County (1990 population 12,093 persons), can support a new FM facility. The allotment of Channel 299A to Stockton would provide a much needed new broadcast voice to an area currently without much existing service.
- 6. If Channel 299A is allotted to Stockton, the permissible antenna site area for the station operating in that community would be ample. The area where the antenna could be located is close enough so that a station operating on Channel 299A should have no difficulty placing a 70 dBu service contour over the entire community of Stockton. Complete line of sight coverage would also be provided the community of Stockton.
- 7. If the Commission allots Channel 299A to Stockton, KC will immediately tender for filing an application with the Commission seeking a construction permit for the new station. If granted the construction permit, KC will promptly build the new

facility at Stockton.

Based upon the foregoing, KC hereby respectfully requests that the Commission modify its FM Table of Allotments to (i) delete Channel 299A from Greenfield, Missouri and; (ii) allot Channel 299A to Stockton, Missouri as its first aural broadcast service.

Respectfully submitted,

KYOO COMMUNICATIONS

Bv:

William J. Penning

Its Attorney

5519 Rockingham Road-East Greensboro, NC 27407 (910) 299-5257

January 31, 1995

CHANNEL ALLOCATION STUDY

Stockton, Missouri

REFERENCE 37 42 0 N 93 54 0 W			CLASS A	7 7 MW	DISPLAY SEARCH DAT 01-30-95			
CALL	CH#	CITY	STATE	7.7 MHz BEAR'	D-KM	r-KM	MARGIN	•
ALOPEN KCLQ KMAJFM KOTT.C KKTZ.C ALOPEN KEZA KISF KGND KMOQ	299A	Topeka Otterville Mountain Home Ketchum Fayetteville Lexington	MO MO KS MO AR OK AR MO OK KS	178.2 91.3 309.9 37.1 140.1 233.4 183.1 359.0 225.6 228.2	34.85 106.95 229.60 143.67 170.42 171.87 205.23 148.49 160.49 95.47	115.0 106.0 226.0 115.0 133.0 165.0 95.0 106.0 31.0	-80.15 * 0.95 < 3.60 28.67 37.42 38.87 40.23 53.49 54.49 64.47	
KKOWFM			KS	242.0	91.73	22.0	69.73	